Supplemental Nutrition Assistance Program Education (SNAP-Ed)
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SECTION A: OVERVIEW

1. SNAP-Ed Implementing Agency (counterpart local agency) Names
-Check the Implementing Agencies (IA's) that receive SNAP-Ed funding in your county and that will be contributing to the development of this Work Plan.

-Enter the name of the local agency after the corresponding agency type.

4. Jurisdiction Description
-Enter a description of SNAP-Ed audience in your jurisdiction. The description should include demographic and/or other information relevant to SNAP-Ed objectives such as population size, race/ethnic composition, primary language, nutrition and physical activity behaviors, geographic location, underserved areas, number of CalFresh participants and other nutrition-related programs serving low-income persons.

-This information should complement what is presented in SECTION B: TARGET AUDIENCE DESCRIPTION. Each jurisdiction has been provided SNAP-Ed County Profiles (2014) that should be used in conjunction with other county specific data obtained when completing this section and informing the selection of activities to be included in the one year plan.

5. County Nutrition Action Plan (CNAP) Partners (Or Comparable If Not Available)
-Enter a summary description of your collaborative efforts to achieve the SNAP-Ed goals and objectives. This may be your CNAP, or if one does not exist for your local jurisdiction, please indicate a comparable or similar entity (council, coalition, consortium, collaborative) and its goals.

6. Community Assessment data used to develop this Work Plan
-Describe assessments and/or data sources used to identify jurisdictional needs focused on CalFresh eligibles. Include the methodology on how findings were applied to this Work Plan. Identify what was learned from the survey or data source and how this will impact the program delivery. The intent of information included in this section is to help identify what was learned from survey or data sources and impact on program delivery. Not to exceed 1,000 words.

7. Key Messages
-Check the box(es) for all key messages used.

-Check "Other" and specify if additional key messages are used.

8. Intervention Strategies
All intervention strategies used in SNAP-Ed must meet evidence-based practice standards. These can include comprehensive, multi-level interventions at multiple complementary organizational and institutional levels. Intervention strategies used must be proven to change behavior. Use the SNAP-Ed Interventions: A Toolkit for States: http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf and other resources provided by State SNAP-Ed Implementing Agencies to identify intervention strategies included in this one-year work plan.

-List all strategies used.

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9. Educational Materials and Resources

All curriculum and materials used will be from the approved USDA SNAP-Ed Connection website, and/or USDA approved UC CalFresh, California Department of Aging or the CDPH Nutrition Education Obesity Prevention Branch (NEOPB) Approved Nutrition Education Materials list. [This statement is included in the Work Plan template. No additional information will be required].

SECTION B: TARGET AUDIENCE DESCRIPTION

Jurisdiction Name:

-Enter the county name in the header.

1. Gender:

-Enter the percentage of each gender targeted.

2. Ages:

-Enter the number for each age group that is targeted.

3. Race/Ethnicity:

-Enter the percentage for Hispanic/Latino and Not Hispanic/Latino. The total of both should equal 100%.

-Enter the percentage of Hispanic/Latino and Not Hispanic/Latino participants for each Race.

4. Languages Used in Intervention Activities and Materials:

-Enter the percentage of each primary language staff will use to conduct interventions and in materials used with the target audience.

-Use "Other" if a language is not specified.

5. Projected Number of Low-Income Persons Reached:

Direct Education (DE)

A planned nutrition education event designed to increase knowledge and/or skills (not just awareness), based on an activity or lesson plan where participants are actively engaged in the learning process with an educator for at least 15 minutes. Examples include classroom instruction/lessons, planned one-on-one nutrition education, grocery store or farmers' market tours, and cooking demonstrations.

For an event to qualify as direct education you must be able to report the CalFresh participation status, age, gender, and race/ethnicity for each participant. If all four criteria are not collected the participant cannot be reported as direct education and will be counted as indirect education.

Data cards may be used to collect the necessary demographic information for direct education conducted with adults. The required demographics for direct education conducted with school / afterschool / preschool / daycare / Head Start children will be obtained by the Implementing Agency and/or NEOPB from the California Department of Education (CDE) and enrollment forms.

Indirect Education (IE)

The distribution of information and resources that are designed to increase public awareness of SNAP-Ed and/or increase awareness and knowledge of food, dietary quality, food security, food safety, and food resource management/shopping behaviors. Indirect education includes any mass communications, public events, and materials distribution that are not part of direct education efforts.

Examples of indirect education include:
- Mass Communications: radio, TV, billboards, posters, paid/unpaid advertising, newspapers

- Print Materials Distribution: flyers, facts sheets, pamphlets, newsletters, nutrition articles
- Displays of Educational Materials such as bulletin boards, posters
- Public Events such as community events, health fairs, exhibits, open houses, back to school nights
- Forums or workshops where individual data for direct education cannot be collected.

Policy, System and Environment (PSE) Change/Environmental Supports
Obesity prevention policy, systems, and environmental change strategies in settings where nutrition education is provided. Record the estimated number of persons reached by PSE activities in low-income SNAP-Ed eligible areas.

Examples of estimated reach:
- The number of persons working in or learning in or eating from a community garden in a low-income area per year
- The number of children attending qualifying childcare centers, and their parents, in low-income areas with PSE intervention activities per year
- The number of students per year attending schools in low-income areas participating in farm-to-school initiatives
- The number of persons shopping at farmers' markets in low-income areas (average day or per year, if possible)

-Enter the total number of low-income persons reached by all IA's:
- Direct Education (estimated unduplicated)
- Indirect Education (estimated duplicated)
- PSE change in low-income, SNAP-Ed eligible areas

6. Intervention Sites:
-Enter the number of sites/locations for each type of setting your project targets. Sites listed should reflect all target audiences across all agencies.

 -Use "Other" for site types not listed.

SECTION C: INTERVENTION PLAN

Intervention Category
Intervention Categories are as follows:
  A. Nutrition Education;
  B. Media, Social Media, and Public Relations;
  C. Community Events;
  D. Coordination and Collaboration;
  E. Training and Technical Assistance;
  F. Policy, Systems and Environmental Change Topic(s)

State Objective(s)
The State-level outcome targets will be assessed by the State through various evaluation approaches. Local jurisdictions are not required or expected to solely or uniformly provide data to demonstrate achievement of the outcome targets in State Objectives 1, 2, 3. However, for State Objective 4 Policy/Systems/Environmental change reports from local jurisdictions will be the single source for evaluating achievement of this outcome target. The use of the term "adults" in the state level objectives includes both adults ages 18–59 years and seniors age 60 years and above.

-For each Intervention Category, check the box(es) for each State Objective(s) that your Local Objective and activities support.

Local Objective(s)

Jurisdictions can have one or more one-year Local Objective that pertains to each Intervention Category and Local Objectives can support multiple State Objectives.

-Each Local Objective should be numbered in numeric order and be for one year.

-All local objectives should follow the SMART (Specific, Measurable, Achievable, Relevant, and Time Based) format. One-year Local Objectives should support the Intervention Category and the selected State Objective(s). If multiple one-year Local Objectives are identified for an Intervention Category, additional Activity Description tables can be added for each Local Objective.

-County level objectives and activities should fit under the related state objective. For example, objectives on improving dairy, grains or other food items would fit under State Level Objective 1: Consumption and Access to Healthy Foods.

Activity

-The Activities have been pre-numbered for you. The numbering convention is as follows:
    A.1.1. = Intervention Category A, Local Objective 1, Activity 1
    B.2.1 = Intervention Category B, Local Objective 2, Activity 1

Activity Description

-Activities should be specific and quantified with one specific activity per activity description line. An activity may only be placed in one Intervention Category for which it best supports/is most closely linked.

-Include activities that reflect efforts to coordinate, complement, and collaborate with other programs in order to deliver consistent behavior-focused nutrition messages and more comprehensive intervention.

-Media, social media and public relations activities can be those (but not exclusively) that support Community Events being planned at the local level. Public Relations Activities in support of Community Events should be placed in the Media, Social Media and Public Relations Intervention Category.

-Community Event Activities should reflect all aspects of developing and implementing the actual community event.

Responsible SNAP-Ed Agency(ies)

-Check the box for the agency that is responsible for conducting the activity:
    CWD = County Welfare Department
    LHD = Local Health Department
    AAA = Area Agency on Aging
    FE = Fairs and Expositions
    UCCE = UC CalFresh/County Extension

Subcontractor(s)

-For each activity that is conducted by a subcontractor, list the name of the subcontractor that is fulfilling the activity for the Responsible SNAP-Ed Agency.

Time Frame

-Enter the time frame for the activity.

Documentation
-Documentation types listed should reflect evidence of the activity being conducted. Ex: agendas, protocols, press packets, tools, community events announcements, etc.

The following applies to Intervention Category F: Policy Systems and Environmental (PSE) Change Topic(s)

Topic #1, #2
A listing of PSE Change topics can be found on the USDA SNAP-Ed Connection website: http://snap.nal.usda.gov/snap/SNAP-EdInterventionsToolkit.pdf.

-Enter the PSE Change topic.

Intervention Narrative Summary, FFY 15
-Describe in detail the specific activities for each local implementing agency and how these activities were selected based on jurisdictional data (2-5 pages per implementing agency). Include how the State Objectives are supported throughout the year. Include how the activities focus on the SNAP target audiences and the selected qualifying intervention sites. Describe coordination and collaboration related activities that help support the delivery of consistent behavior-focused nutrition messages and comprehensive interventions. Include how each agency will collaborate and coordinate intervention sites. The narrative summary should also include the local jurisdiction's description of how they intend to increase community engagement across the different SNAP-Ed target audiences and various organizations. **All intervention strategies used in SNAP-Ed must meet evidence-based practice standards.** These can include comprehensive, multi-level interventions at multiple complementary organizational and institutional levels.

-The narrative should also include a description of the efforts by non-SNAP funded projects occurring in your jurisdiction to demonstrate how the unmet need is being addressed.

SECTION D: EVALUATION PLAN

Required Evaluation Activities
Required evaluation activities are those that are included in each SNAP-Ed Implementing Agency's (IA) grant/contract documents.

All implementing agencies have the requirement of process evaluation or activity tracking to document activities implemented, sites, number and demographic characteristics of participants reached for the SNAP Education and Administrative Reporting System (EARS) federal reporting.

Required Evaluation

Process Evaluation: All implementing agencies have the requirement of process evaluation or activity tracking to document activities implemented, sites, number and demographic characteristics of participants reached for the SNAP Education and Administrative Reporting System (EARS) federal reporting.

Agency	Formative Evaluation (FE)	Process Evaluation (PE)	Outcomes Evaluation (OE)	Impact Evaluation (IE)
CDPH*	**Community Assessment:** LHDs are expected to use Communities of Excellence in Nutrition, Physical Activity and	**Policy System and Environment (PSE) Change**— Annual reporting on measures of reach, effectiveness,	Same as Process Evaluation	LHDs receiving $350k or more. Impact Outcome Evaluation (IOE) using validated survey instruments

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Agency	Formative Evaluation (FE)	Process Evaluation (PE)	Outcomes Evaluation (OE)	Impact Evaluation (IE)
	Obesity Prevention (CX3) or other evidence-based community assessment to develop a plan for achieving identified changes.	adoption, implementation and maintenance.		to measure change in nutrition education participants' nutrition and physical activity behaviors.
UC CalFresh	**Intent to Change** questions are used with Adult participants to measure readiness to change behavior. **Pre/Post Assessments** measure behavior change relating to resource management and food security status with Adult participants. **Teacher Observation Tool** assesses teachers perceived behavior change of students. **Teacher Tasting Tool** assesses the teacher's perception of student's baseline exposure to various foods and willingness to either try again or ask for these foods in the future.	**Reporting Tools Workbooks** are completed by each county. Data gathered from counties measures program goals to ensure reach, target audience and intended approaches.	**Intent to Change** questions are used with Adult participants to measure readiness to change behavior. **Adult Taste Testing Tool** assesses adult participants' baseline exposure to healthy foods and willingness to try again or ask for in the future. **Retrospective Assessments** are used with specific curriculum to assess participant knowledge and behavior change. **Pre/Post Assessments** measure behavior change relating to resource management and food security status with Adult participants. **Teacher Tasting Tool** assesses the teacher's perception of student's baseline exposure to various foods and willingness to either try again or ask for these foods in the future.	
CDSS	In the 19 Get Fresh counties and Catholic	Based on strategies and, or intervention	At a minimum, Get Fresh counties are	Get Fresh counties receiving $400k or

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Agency	Formative Evaluation (FE)	Process Evaluation (PE)	Outcomes Evaluation (OE)	Impact Evaluation (IE)
	Charities, multiple strategies/interventions are implemented based on the needs and assessment of the local low-income communities assuring no duplication of services for the intended target population.	implemented by each county, a series of process, formative, outcome, and impact evaluations will be conducted. USDA approved materials and evaluation components will be utilized and conducted.	encouraged to utilize outcome evaluations to demonstrate that changes occurred in the presence of an intervention.	more will conduct Impact Evaluation to measure the effectiveness of the intervention in changing the target populations' attitudes, awareness and/or behavior.
CDA		Required SNAP Education and Administrative Reporting System (EARS) - Activity tracking to document activities implemented, sites, number and demographic characteristics of participants reached.	Outcome evaluation using validated survey instruments identified by CDA[1] to demonstrate change occurred in presence of an intervention.	Impact evaluation using validated survey instruments identified by CDA[1] to measure change in nutrition education participants' nutrition and physical activity behaviors.
CDFA		Required SNAP Education and Administrative Reporting System (EARS) - Activity tracking to document activities implemented, sites, number and demographic characteristics of participants reached.	Outcome Evaluations will be conducted utilizing appropriate survey mechanisms in conjunction with a series of evaluation areas that have been identified by CDFA to demonstrate change has occurred in the presence of a measurable intervention.	Impact Evaluations will be determined using appropriate survey tools as identified by CDFA to measure change in participants' nutrition habits and/or physical activities behaviors.

* Refer to the evaluation and reporting outlined in the NEOPB Deliverables for Local Health Department Grants.

[1] Refer to "Older Adult Approved SNAP-Ed Nutrition Education Obesity Prevention Interventions and Required Evaluation Tool".

Activity
-Activities should be numbered in numeric order.

Evaluation Activity Description
-Activities should be specific and quantified with one specific activity per activity description line.

Eval Type, Formative, Process, Outcome or Impact

Evaluation types are defined as:
- Formative – occurs up front and provides information that is used during the development of an intervention.
- Process – systematically describes how an intervention looks in operation or actual practice.
- Outcome or Impact – addresses the question of whether or not anticipated group changes or differences occur in conjunction with an intervention (outcome) and allows one to conclude authoritatively, whether or not the observed outcomes are a result of the intervention (impact).

-Check the box to indicate the type of evaluation the activity describes.

Responsible SNAP-Ed Agency(ies)
-Check the box for the agency that is responsible for conducting the activity:
- CWD = County Welfare Department
- LHD = Local Health Department
- AAA = Area Agency on Aging
- FE = Fairs and Expositions
- UCCE = UC CalFresh/County Extension

Time Frame
-Enter the time frame for the evaluation activity.

Tool/Documentation
-Documentation types listed should reflect evidence of the activity being conducted. Ex: Evaluation tools and evaluation reports completed.

Required Evaluation Narrative Summary
-Insert a brief 2–3 paragraph description of all IAs' required evaluation activities and how the information will be used to improve SNAP-Ed services. For example, the CDPH LHD Grant document includes the following required evaluation activities: 1) process evaluation or activity tracking and reporting of the implemented activities, sites and SNAP-Ed eligible people reached, 2) community assessment such as Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX^3), 3) impact or outcome evaluation using recommended surveys to measure change in participants nutrition and physical activity behaviors, and 4) policy, systems and environmental change reporting.

Additional Evaluation Activities
-In addition to the required evaluation, implementing agencies are strongly encouraged to identify additional evaluation question(s) and activities intended to contribute to the improvement of SNAP-Ed services in their jurisdiction. Various evaluation methods might be used to address these improving-oriented questions such as soliciting client feedback through small group discussion or client satisfaction surveys. Unlike for the required evaluation activities, the State will not be providing or requiring specific evaluation instruments or methods for these additional evaluation activities.

Additional Evaluation Narrative Summary:
-This section could be used to describe in a narrative style in 2–3 paragraphs what additional evaluation questions will be addressed beyond those required or described in Implementing Agencies contract or grant documents, the approach to conducting this additional evaluation (specific activities, design measures, and data collection tools); as well as the local jurisdiction's plan for using evaluation data to inform their intervention plan. Unlike for the required evaluation activities, the State will not be providing or requiring specific evaluation instruments or methods for these additional evaluation activities.

SECTION E: SNAP-ED TARGETING SUMMARY

Means-Tested Program Data Sheet:
Means-Tested settings are qualified based on the population they serve and not on their physical location. They offer a high likelihood of reaching individuals eligible for SNAP-Ed. These were previously known as proxy sites for the purposes of income qualifying for SNAP-Ed, but are currently referred to as Means Tested programs.

Type
-Use the drop-down menu to select enter the Means-Tested site type. Site types are provided in the Means Tested Data Sheet footnote.

- CalFresh Offices
- California Food Assistance Program (CFAP)
- Commodity Foods Distribution on Indian Reservation (FDPIR)
- Comprehensive Perinatal Service Program (CPSP)
- Family Resource Center

- Food Banks
- Food Pantries
- HeadStart
- In Home Supportive Services (IHSS)
- Job Corps

- Low Income Home Energy Assistance Program
- MediCal
- Public Housing
- Section 8 Public Housing Vouchers (LiHEAP)
- Shelters/Temporary Housing

- Soup Kitchens
- Supplemental Security Income (SSI)
- TANF (CalWORKS) Job Readiness
- Weatherization Program
- WIC

Site Name, Address, City, Zip
-Enter site name, address, city, and zip.

11 Digit Census Tract
-Enter the 11 digit census tract (CT) number for each site (Ex: 06001400100). The CT is required here even though the site is qualifying by the Means-Tested definition.

Implementing Agency
- Check the box for the agency that is working in the site:
    CWD = County Welfare Department
    LHD = Local Health Department
    AAA = Area Agency on Aging
    FE = Fairs and Expositions
    UCCE = UC CalFresh/County Extension

Audience
Audiences are defined as:
    0 to 4 years old (Pre-School)
    5 to 17 years old (School Age)
    18 to 59 years old (Adults)
    60 years old and over (Seniors)
-Check the box to select the audience.

Strategy
-Check the box to select the strategy:
    DE = Direct Education
    IE = Indirect Education

SM = Social Marketing
PSE = Policy, Systems and Environmental Change

Free/Reduced Price Meal (FRPM) Percentage Data Sheet:
All school sites qualified by FRPM or Child and Adult Care Food Program (CACFP) data must be entered on the FRPM Percentage Data Sheet. Use the most current FRPM data provided by NEOPB or your agency.

School Name, District Name
-Enter the school name and district name.

14 Digit CDS Code
-Enter the 14 digit CDS (County, District, School) Code (Ex: 07-61754-6004196).

-Child and Adult Care Food Program (CACFP) sites do not have CDS codes. For these sites write "CACFP Site" in the CDS Code column and include the month and year of the CACFP FRPM data being used (Ex: CACFP Site MM/YY).

Free Meal%, Reduced Meal%, Free and Reduced Meal %
-Enter the percentage enrolled in Free Meals, percentage enrolled in Reduced-Price Meals, and the combined percentage of FRPM enrollment for each school site that qualifies through FRPM data. Schools must have a combined minimum percentage of Free and Reduced of 50.00%.

-If you cannot qualify a school site using the FRPM database and you believe that more current FRPM data from the school site would qualify the school, your next step would be to contact the Food Service Director of the site to obtain the most current FRPM data. If the more recent food service data qualifies the school site please take the following actions:
      1) Enter the school information and FRPM data as noted in the instructions.
      2) In the Code column, after the CDS code, write in "(School Food Service)" and include the month and year of the FRPM data being used. This notation will indicate that you are not using the FRPM database but more current school food service data.

-If you cannot qualify a school by FRPM or CACFP data, the school location may qualify by census tract. If qualifying a school site by census tract, enter the school name, district name, CDS Code and add the qualifying census tract number in parentheses. Leave the percentage columns blank. The school site and census tract number must *also* be entered on the Census Tract Data Sheet.

Implementing Agency
- Check the box for the agency that is working in the site:
    CWD = County Welfare Department
    LHD = Local Health Department
    AAA = Area Agency on Aging
    FE = Fairs and Expositions
    UCCE = UC CalFresh/County Extension

Audience
Audiences are defined as:
    PS = Pre-School
    S = K-12 School
    AS = After School
    P = Parents

-Check the box to select the audience.

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Strategy
-Check the box to select the strategy:

    DE = Direct Education
    IE = Indirect Education
    SM = Social Marketing
    PSE = Policy, Systems and Environmental Change

Census Tract Data Sheet:
The Census Tract Data Sheet is for all intervention sites that do not qualify by FRPM data, CACFP data or are classified as Means Tested. Contractors/Grantees are required to use the American Communities Survey (ACS) data from the NEOPB website as the targeting data source to qualify census tracts at 185% or less of the Federal Poverty Level (FPL).

Type
-Use the drop-down menu to select the Intervention Site Type.

Adult Rehab Centers	Food Banks	Schools (Pre – K)
Adult Education and Job Training Sites	Food Pantries	Schools (Elementary)
CalFresh Offices	Food Stores/Retail Vendors	Schools (Junior High/Middle)
California Food Assistance Program (CFAP)	Head Start Programs	Schools (High School)
Churches	In Home Supportive Services (IHSS)	Schools (After School)
Commodity Foods Distribution on Indian Reservation (FDPIR)	Individual Homes	Schools (Parents)
Community Based Organizations	Job Corps	Shelters/Temporary Housing
Community Centers	Libraries	Soup Kitchens
Comprehensive Perinatal Service Program (CPSP)	Low Income Home Energy Assistance Program	TANF (CalWORKS) Job Readiness
Emergency Food Assistance Sites	Parks and Recreation Sites	WIC
Extension Offices	Public/Community Health Centers	Worksites
Family Resource Centers	Public Housing	
Farmer's Markets	Senior Centers	

Site Name, Address, City, Zip
-Enter site name, address, city, and zip.

11 Digit Census Tract
-In the Census tract column enter the 11 digit census tract number (Ex: 06001400100).

Ethnicity
Ethnicity is defined as: All Races (AR), American Indian or Alaska Native (AL), Asian (AS), Black/African American (B), Native Hawaiian or Other Pacific Islander (NH), Hispanic/Latino (H), White (W) and Other Races (OR).

-Enter the abbreviation for the Ethnicity type. Ex: for "All Races" enter AR.

-If qualifying by a specific ethnicity subgroup category, the site must have at least 50% of the audience fall within the selected category. Enter the abbreviation for the Ethnicity subgroup category.

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-AAAs that indicate 'site survey', leave this section blank.

100% FPL, 125% FPL, 185% FPL
When qualifying by using the 185% FPL data for any category please also include the 125% FPL column data for the census tract and if the 125%FPL is not available include the 100% FPL data. If you have data for 125% FPL you do not have enter the 100% FPL data as well. If the ACS census tract data does not have data for 185% FPL but does have qualifying data for either 125% or 100% FPL enter the census tract percentage for either 125% or the 100% column. If qualifying data exist for both the 125% column and the 100% column enter only the 125% data.

-Enter actual percentages to <u>one</u> decimal point (xx.x%). Do not round percentage numbers.

-For AAAs only, if using an alternate methodology for site eligibility, indicate 'site survey' and enter information as indicated below.
- 100% FPL enter Methodology 2 and then the percentage value (e.g., 55.0%).
- 185% FPL for Methodology 3 and then the percentage value.

ACS Data Source
-Use the drop-down menu to select the ACS Census tract five year span you are using. You have the two options, either ACS 2007–2011 abbreviated (11) or ACS 2008–2012 abbreviated (12). If more current ACS data becomes available, it will be posted on the NEOPB website.

Implementing Agency
-Check the box for the agency that is working in the site:
CWD = County Welfare Department
LHD = Local Health Department
AAA = Area Agency on Aging
FE = Fairs and Expositions
UCCE = UC CalFresh/County Extension

Audience
Audiences are defined as:
0 to 4 years old (Pre-School)
5 to 17 years old (School Age)
18 to 59 years old (Adults)
60 years old and over (Seniors)

-Check the box to select the audience.

Strategy
-Check the box to select the strategy:
DE = Direct Education
IE = Indirect Education
SM = Social Marketing
PSE = Policy, Systems and Environmental Change